CABLE TV COMMITTEE MEETING MINUTES
JUNE 25, 2012

The meeting was called to order by Chairperson Holck at 5:06 p.m. in Suite 1 of the Community Plaza II building, 101 W. McMillan Street.

PRESENT: Jim Daniels, Ed Gerl**,** George Holck, Dean Markwardt, Shawn Warren and Alderperson Earll
ALSO PRESENT: Public Access Coordinator Dan Kummer, Deputy Clerk Panzer and Breanna Speth
ABSENT: Brian Sauer

PUBLIC COMMENTS
None.

APPROVAL OF MEETING MINUTES
CTV12-031 Motion by Gerl, second by Warren to approve the minutes of the June 4, 2012 meeting as submitted.
Motion carried

CORRESPONDENCE
None.

DISCUSS CABLE ACCESS COORDINATOR'S AGREEMENT WHICH EXPIRES IN SEPTEMBER
Chairperson Holck mentioned that the Cable Access Coordinator's Agreement expires on September 15th of this year. He will be working with City Administrator Barg and Dan Kummer on the RFP process.

REVIEW 5 YEAR NEEDS ASSESSMENT
Kummer suggested setting up a subcommittee meeting to review the revised 5 Year Needs Assessment. This document will be helpful in planning the next budget. He will get a new updated 5 Year Needs Assessment to all the Committee members soon.

DISCUSSION OF CABLE TV COMMITTEE GOALS, OBJECTIVES, AND DIRECTION
Chairperson Holck read emails from Mayor Meyer and City Administrator Barg in regards to what the Cable TV Committee's goals, objections, and direction should be. Mayor Meyer, Finance Director Strey and City Administrator Barg would all like to increase communication.

Mayor Meyer suggested using finances to make viewing more interactive. Examples of this would be more call-ins, polls, chat sessions or integration like Twitter or Facebook.

City Administrator Barg suggested looking beyond Cable TV to create an overall communication team, whose mission would more broadly look at how the City could more effectively interact with its citizens along with pursuing more creative programming options whenever possible.

Discussion followed.

Kummer will pass along a copy of a DVD that covers options that can be implemented to cause more government transparency with people watching the internet to the Cable TV Committee members.

Daniels said as things like Twitter and Facebook expand so does your staffing. That takes people to do if we go that direction.

Gerl mentioned a few goals that he felt the Cable TV Committee should have.
Short term goal: Come up with a working and useable CIP Plan for all the equipment.

Long term goals:
1) To provide quality programming for the community of Marshfield for all three channels to give the community of Marshfield different means for access to view programs that are being broadcasted in an easy avenue, so that the everyday person can do without having to go through a lot clicks.
2) Consistent programming, so that people will come to view the shows with the knowledge that the show told.

RESEARCH UPDATE FOR REMOTE CAMERA AND SOUND SYSTEM FOR ROOM 108 AT CITY HALL
Daniels reported that the mics that the Clinic bought are tied to the Polygon system and would be way too expensive.

Kummer said he currently tapes one meeting a month in that room. He is trying to get information from Administration as to how many meetings are held in that room each month and whether or not we would be asked to broadcast any of those meetings in the future. He will continue researching this matter.

PUBLIC ACCESS COORDINATOR'S REPORT
Kummer presented the Public Access Coordinator's Report for June 2012. (See attached report.)

Breanna Speth and Dan Kummer reported on the advantages of using the PEG Central Streaming Video-On-Demand Service.

CTV12-032 Motion by Earll, second by Daniels to allocate $3,000.00 for the PEG Central Streaming Video-On-Demand Service contingent upon a review of the obligations under line item 52900; Other Contractual Services by Dan Kummer with Finance Director Strey.
Motion carried

Breanna Speth left the meeting at 6:16 p.m.

Kummer distributed and explained the 2012 Capital Equipment Replacement Schedule.

Kummer said that Intern Sam Kleinschmidt will be returning her senior year. He explained that we are under budget for this school year for the interns and he would like to keep Sam Kleinschmidt for an additional seven weeks before the new school year begins.

Gerl suggested tapping into the UW or Mid-State work study programs instead of the School to Work Program.

Warren mentioned that a lot of times people don't qualify for work study and people aren't interested in it. It is a great idea and it may work, but from experience half of the positions don't get filled, because people don't meet the minimum requirements to do that.

CTV12-033 Motion by Earll, second by Warren to keep Sam Kleinschmidt on at up to 20 hours a week for an additional seven weeks contingent upon the budget.
Motion carried

Markwardt left the meeting at 6:52 p.m.

CTV12-034 Motion by Gerl, second by Daniels to receive and place on file the Public Access Coordinator's Report.
Motion carried

BILLS
Kummer distributed four additional bills along with a bill query addendum.

The bills were reviewed.

Kummer mentioned that there are still a couple of bills that haven't been submitted yet related to the WCM Conference. He is waiting for something from the Organization.

CTV12-035 Motion by Gerl, second by Earll to authorize payment of the following bills as presented:

Quill Corporation	$ 18.85
EO Johnson Office Technologies	268.00
We Energies	11.10
Veolia Environmental Services	37.29
Vidcom, LLC (Invoices 1774, 1775 & 1776)	2,372.34
Granicus	600.00
Telephone (City Hall)	.11
Charter Business	6.61
Total	**$3,314.30**

Motion carried

FINANCIAL REPORTS
CTV12-036 Motion by Warren, second by Gerl to receive and place on file the financial report for the period of January 1, 2012 through April 30, 2012 and the financial report for the period of January 1, 2012 through May 31, 2012.
Motion carried

RECOMMENDED ITEMS FOR FUTURE AGENDAS
- Update on Public Access Coordinator's Agreement
- Research update for remote camera and sound system for Room 108 at City Hall
- Review and approve 2013 budget

Next meeting is scheduled for July 23, 2012 at 5:00 p.m.

Motion by Gerl, second by Daniels to adjourn at 7:09 p.m.
Motion carried

Lori A. Panzer
Deputy City Clerk

Public Access Coordinators Report
Cable TV Committee Meeting 6/25/12

The replacement hard drive for the Channel 98 Nexus Server is on order – some components have arrived. Most of the problems with the temporary drive have been rectified. Community Bulletin Board announcements are displaying properly.

We are experiencing technical difficulties in the MCTV Studio control room with our production switcher and audio compressor limiter system. This is critical in recording clean undistorted audio. The compressor limiter has been sent in for evaluation and a recommendation for repair, replacement or digital upgrading will follow.

A full report on the Leightronix streaming video trial will be given at the meeting. Enclosed you will find a quote for the streaming service.

I will be presenting the Capital Equipment Replacement Schedule for review. The interns have wrapped up their production for the 2011-2012 school years. Kenny Uebel from Columbus H.S. will be attending a video film school in New Jersey. Sam Kleinschmidt plans to return for her senior year. I will be presenting a budget analysis to consider keeping Sam an additional 7 weeks before the new school year begins (the 4th week of August.)

The Pre Council Show with City Administrator Steve Barg will begin on July 18th and will highlight agenda items of the next Council Meeting. This will become a least a bi monthly program.

Plans continue on developing Police & Fire Department PSA's. In development is a program with Scott Larson & MACCI, to showcase current economic development. The weekly newspaper broadcast Schedule will be appearing in the next two weeks.

MCTV has completed the Fire Station Exercise Room, Policies and Procedures video for Human Resources and the Wellness Committee. Special thanks to Jim Daniels for his help in shooting and narrating this piece. City Employees who wish to use the exercise facility may view the video on city intranet page. Cable TV will bill the City and Wellness Committee for production services, since this video is for internal staff purposes only and is not for public broadcast on MCTV.

Preparations are being made to work on our 2013 budget with chairman Holck which will then be submitted to the Cable TV Committee. It will then be submitted to the City Administration & finance for review, prior to the fall budget meetings.

Submitted by
Dan Kummer 6/21/12

New Shows June 2012 (Since June, 2012): for MCTV 98

- Insight Ask The Mayor Dairyfest
- Dairyfest Parade 2012
- Insight: Wood County Sheriff's Dept.(Special Guest)
- Transportation Update Forum

Channel 96 Meetings

- Common Council 6/12
- Public Works 6/4,6/12,6/18
- City Planning 6/19
- Finance Budget & Personnel 6/5,6/19
- Parks Recreation & Forestry 6/7
- School Board 6/6

Samantha Kleinschmidt (Intern)

- MHS Orchestra Spring Concert
- Marshfield Girls Soccer vs. Wausau East
- National Ocean Science Bowl Press Conference
- Marshfield High School Spring Choir Concert
- Tom Stevning-Roe's Senior Concert

Kenny Uebel (Intern)

- MACS Spring Band Concert
- Marshfield Columbus High School Graduation 2012

Craig Wilson – Community Producer

- Up to Date: Youth Initiatives Event Promo

Mike Weigel – Community Producer

- Palm Sunday Chorus
- Veterans Day
- Memorial Day Parade
- Optimist Lip Sync Contest

Breanna Speth - Community Producer

- Pet of the Week Special

Heartbeat of the Home (Locally Produced Radio)

- Daily 15 min Radio Program plus Sunday reruns

Mary Asplin – Community Producer
Lights, Camera, Polka! 4 Programs

John Beck - Community Producer

- Immanuel Lutheran Worship Service 4-Programs

Other Programs

In the Fight- 2 programs
Army News Watch- 1 Program
Social Security Insight-1 program
Music and the Spoken Word - 4 programs
Veterans Memorial – From Wisconsin Rapids
Lacrosse TV Mass - 4 Programs
House of Yahweh – 4 Programs
Eckankar – 4 Programs